

PROPOSAL COVER SHEET
Southern Nevada Urban Agriculture Assistance Program

Project title	The Sage Bears Water-Smart Grower-to-Market Lab
Amount requested	\$8,000
Applicant	The Sage Bears Market (community-based market initiative)
501(c)(3) status	No
Applicant/project lead	Adrell Bullock, Founder and Project Lead
Project address	4300 W. Tropicana Avenue, Las Vegas, NV 89103
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Email	adrell.bullock@gmail.com
Project period	12 months after award and written authorization to incur costs

Project Summary (300-word maximum)

The Sage Bears Market requests \$8,000 for the Sage Bears Water-Smart Grower-to-Market Lab, a 12-month pilot at 4300 W. Tropicana Avenue in Las Vegas. The project will give urban farmers, beginning producers, community gardeners, produce and plant vendors, and small food entrepreneurs a practical place to learn desert-growing methods, explore value-added products, meet customers, and learn about USDA and Farm Service Agency resources. The project will demonstrate water-efficient vertical growing, create a shared plant-milk education station, strengthen market access for a 15-20 vendor network, and increase awareness of agricultural assistance. Grant funds will support one commercial Almond Cow Pro, two Mr. Stacky Education systems, exactly two compatible full-spectrum LED grow-light systems, outdoor shade and monitoring components, growing inputs, sanitation supplies, educational materials, vendor profiles, and technical workshop services. Equipment remains below the \$5,000 cap. The project is rooted in Adrell Bullock's ancestral line from Marks, Mississippi, and inspired by family history that great-grandfather Herbert Thompson was awarded 80 acres through the USDA to farm in Quitman County during the Great Depression. The team will install movable systems, track water and harvests, and use results in public demonstrations. Six no-cost sessions will combine water conservation, food safety, product exploration, marketing, and USDA/FSA information. Expected results include two operating towers, one shared learning station, 60 participants, 15-20 vendor profiles, USDA/FSA information delivered to 50 people, 10 follow-up requests, and three tracked crop cycles where timing permits. Adrell Bullock will lead operations and reporting. Eljae Brown will support outreach and contribute experience in production, marketing, and sales.

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1. Statement of Goals and Supporting Objectives

The goal is to strengthen Las Vegas Valley urban agriculture through a family-centered demonstration and market-access lab where growers can observe water-smart production, explore value-added products, learn about USDA resources, and reach customers.

1. Install two movable Mr. Stacky Education systems by Month 3 and track water, crop cycles, harvests, maintenance time, and operating lessons.
2. Commission one shared commercial Almond Cow Pro demonstration station by Month 4 after sanitation and applicable health requirements are reviewed.
3. Deliver six no-cost learning sessions for at least 60 participants covering desert growing, value-added experimentation, market readiness, and USDA/FSA resources.
4. Build a 15-20 vendor network, engage at least eight urban growers or produce/plant vendors, and publish consent-based profiles.
5. Provide USDA/FSA information to at least 50 people and document at least 10 follow-up or referral requests.

2. Demonstrated Need

Las Vegas Valley producers face extreme heat, scarce water, limited growing space, and high startup costs. Beginning and family-scale growers often cannot afford to test efficient systems. They also need dependable places to demonstrate products, meet customers, and learn whether plant ingredients can support higher-value products instead of becoming unsold inventory or waste.

The market's mission is rooted in Adrell Bullock's ancestral line from Marks, Mississippi, where the Mule Train component of the 1968 Poor People's Campaign began. Family history holds that great-grandfather Herbert Thompson was awarded 80 acres through the USDA to farm in Quitman County during the Great Depression. The Sage Bears Market carries that legacy forward through Indigenous Chahta values of land stewardship, shared food, mutual responsibility, and community care.

The request leverages in-kind space, utilities, storage, setup, outreach, administration, reporting, and data entry. No grant funds are requested for salary, fringe, travel, land, debt, indirect cost, or contingency.

3. Urban Farmer Audience and Community

The primary audience is Las Vegas Valley urban farmers, community gardeners, beginning producers, produce and plant vendors, and small food entrepreneurs. Outreach will prioritize family-scale and historically underserved growers while remaining open and nondiscriminatory. Nearby families and consumers are a secondary audience. Sessions will use plain language, visual demonstrations, market-hour scheduling, and mobile-friendly resources.

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4. Enhancement of Existing Nevada Urban Agriculture

The lab adds a learning and sales bridge to existing urban agriculture rather than duplicating a farm. Two compact towers will place water-smart growing in an active market setting. The team will record water added, planting dates, crop type, harvest weight, losses, water temperature, and maintenance time so growers receive practical operating lessons for indoor and desert conditions.

The Almond Cow Pro station will support supervised product exploration. Approved demonstrations may pair base ingredients with locally sourced plant products while addressing sanitation, cold holding, labeling awareness, shelf-life limits, and feedback. No sampling, manufacturing, or sale will occur until applicable health requirements are confirmed.

5. Alignment With SNUAAP Goals

- **USDA/FSA access.** Workshops will include current SNUAAP/FSA materials, an interest form, and a documented referral path.
- **Climate-friendly production.** The towers will demonstrate compact production and track actual water inputs, yields, temperature, and conditions.
- **Tools and assistance.** Participants will gain practical exposure to growing, sanitation, product testing, feedback, and market readiness.
- **Marketing and networking.** Profiles, events, and coordinated promotion will connect 15-20 vendors with consumers.
- **Coordination and representation.** The project will share SNUAAP and Urban County Committee opportunities and record growers' technical-assistance priorities.

6. Project Approach

Months 1-2 - Confirm and prepare. Execute the agreement and W-9; confirm dates and current quotes; obtain written cost authorization; verify site, electrical, and health requirements; recruit producers; collect baseline data; and coordinate USDA/FSA materials.

Months 2-3 - Purchase and install. Purchase approved items; place movable towers on an existing developed surface; install exactly two compatible LED systems for indoor use and reflective shade for outdoor use; commission the plant-milk station; and adopt sanitation, equipment-use, recordkeeping, and consent procedures. No excavation, tree removal, permanent construction, historic-structure work, or land-use change is proposed.

Months 4-10 - Demonstrate and connect. Track at least three crop cycles where timing permits; hold six workshops; publish vendor profiles; distribute USDA/FSA resources; conduct only approved product demonstrations; collect project data; and submit the six-month progress and budget report.

Months 11-12 - Evaluate and sustain. Complete follow-up surveys, reconcile finances, publish a community results update, and submit final reports. The market will sustain education and producer use through market revenue and in-kind support.

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7. Expected Outcomes

The project will produce reusable infrastructure, repeatable education, market visibility, and measurable producer-support data. Targets are designed for a new family-led market using movable equipment and a defined 15-20 vendor network.

Output	12-month target	Intended benefit
Water-smart growing	2 towers; 3 crop cycles	Practical desert-growing data
Value-added learning	1 station; 4 concepts	Safer product exploration
Education	6 sessions; 60 participants	Improved practical knowledge
Producer visibility	15-20 profiles	Stronger customer discovery
USDA/FSA connection	50 reached; 10 follow-ups	Clearer assistance pathways

8. Monitoring Progress

Monthly dashboard. Adrell Bullock will track purchases, budget balance, tower inputs and harvests, workshops, attendance, vendor profiles, USDA/FSA distribution, referrals, product concepts, and follow-up actions.

Baseline and follow-up. Willing vendors will report customer reach, confidence, estimated sales range, and spoilage patterns at project start and end. External reporting will use totals or de-identified data.

Workshop and equipment records. Sessions will record attendance, brief pre/post questions, satisfaction, and next steps. Tower logs will capture crop, dates, gallons, yield, losses, temperature, downtime, and maintenance. Demonstration logs will record sanitation checks and feedback.

Financial and compliance controls. Quotes, approvals, receipts, invoices, proof of payment, records, and photographs will be retained by budget line and reconciled monthly. Required progress and final reports will be submitted.

Management and risk control. Adrell will oversee procurement, schedule, reporting, and vendors. Eljae will support outreach and apply her production, marketing, and sales experience to programming and participant engagement. Movable equipment, backup dates, GFCI-protected indoor power, heat management, and health approval will manage key risks.

PROPOSAL BUDGET

Total request: \$8,000 | Equipment: \$4,900 (below the \$5,000 cap)

Category	Budget item	Year 1 / Total
Materials and Supplies	Core demonstration equipment package: 1 commercial Almond Cow Pro, 2 Mr. Stacky Education systems, exactly 2 compatible full-spectrum LED grow-light systems, delivery and approved accessories	\$3,250
Materials and Supplies	Growing environment and monitoring package: reflective shade, anchored support frame, pH/EC and water-temperature monitoring, reservoirs, pumps, supports and replacement irrigation components	\$1,650
Materials and Supplies	Seedlings, growing media, nutrients and crop labels	\$700
Materials and Supplies	Sanitation supplies and food-safe containers	\$350
Materials and Supplies	Locally sourced demonstration ingredients and consumables	\$550
Other Direct Costs	Educational signs, QR handouts and printing	\$550
Other Direct Costs	Vendor profile content, photography and data tools	\$400
Other Direct Costs	Two technical workshop facilitator services	\$550
TOTAL REQUEST		\$8,000

Categories With No Grant Request

Salaries and Wages: \$0 | Fringe Benefits: \$0 | Travel: \$0

All amounts are planning estimates and will be supported by current quotes before purchase. No cost will be incurred before written authorization. The budget includes no land purchase, loan repayment, indirect cost, or contingency.

BUDGET JUSTIFICATION

\$8,000 request | One-page maximum

Core demonstration equipment package - \$3,250. One commercial Almond Cow Pro for supervised plant-milk education; two Mr. Stacky Education systems for water-smart growing; exactly two compatible full-spectrum LED systems for indoor growth; delivery and approved operating accessories. The systems are shared program assets, not household equipment.

Growing environment and monitoring package - \$1,650. Reflective shade and an anchored support frame for desert conditions; reservoirs, pumps and supports; pH/EC and water-temperature monitoring; and replacement irrigation components. These items enable safe indoor/outdoor demonstrations without excavation or permanent construction.

Growing inputs - \$700. Seeds or seedlings, growing media, nutrients, crop labels and routine replacement inputs for at least three tracked cycles.

Sanitation and food-safe containers - \$350. Cleaning and sanitizing supplies, test strips, gloves, covered containers, pitchers, labels and cold-holding support needed for approved demonstrations.

Demonstration ingredients and consumables - \$550. Locally sourced plant ingredients where available, recipe-test inputs, tasting cups and other single-use items for permitted workshops and product-feedback sessions.

Educational signs, QR handouts and printing - \$550. Weather-resistant growing labels, water-use displays, USDA/FSA resource handouts, workshop materials and QR signs connecting visitors to producer profiles and program information.

Vendor profiles, photography and data tools - \$400. Profile photography, content preparation, consent forms and low-cost digital tools used to publish 15-20 profiles and collect project measures.

Technical workshop facilitator services - \$550. Two limited professional engagements for instruction in water-smart growing and food-safe value-added product development. Scope and invoices will be retained.

Compliance note: Equipment totals \$4,900, below the \$5,000 cap. The request contains no salary, fringe, travel, land, debt repayment, indirect cost, or contingency. The Sage Bears Market will contribute leadership, space coordination, utilities, storage, outreach, cleaning, administration and reporting as in-kind support.

ADRELL BULLOCK
Founder and Project Lead | The Sage Bears Market

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Professional Profile

Las Vegas-based food-business and community-market organizer developing The Sage Bears Market as a family-centered platform connecting growers, food entrepreneurs, artists and residents. Adrell's ancestral line extends from Marks, Mississippi, and the market honors great-grandfather Herbert Thompson's 80-acre Quitman County farming legacy. The project continues Indigenous Chahta values of land stewardship, shared food and community care while applying Adrell's experience in operations, vendor recruitment, purchasing, logistics and partnerships.

Relevant Leadership and Project Experience

The Sage Bears Market - Founder and Project Lead. Leads the market concept, vendor network, grower-to-customer strategy, operations plan, profiles, public programming and partnerships at 4300 W. Tropicana Avenue. Grant responsibilities include procurement, scheduling, partner coordination, data collection, budget control, reporting and sustainability planning.

Output Wings LV - Food Business and Field Operations Leadership. Plans and coordinates mobile and event-based food service, equipment needs, staffing, customer flow, location partnerships, pricing, purchasing and service logistics. This background supports safe equipment use, vendor coordination, documentation and execution in active community settings.

Community Food-System Development. Develops concepts connecting food, agriculture, local art, live programming and small-business opportunity. Experience includes vendor outreach, market-site planning, customer-order systems, community events and farm-to-market logistics concepts.

Core Qualifications

- Project planning, milestones and risk management
- Vendor recruitment, onboarding and relationship management
- Food-service equipment, sanitation planning and operating workflows
- Purchasing, invoices, receipts and budget tracking
- Community outreach, customer experience and event activation
- Digital vendor profiles, data collection and results reporting
- Partnership development with markets, venues and local businesses

Project Team and In-Kind Capacity

Adrell is the accountable lead. Eljae Brown supports outreach and brings experience in production, marketing, and sales. Z represents the next-generation focus without fiscal responsibility. The team contributes coordination, utilities, storage, setup, outreach, administration and data entry in kind.